

# Discounters in Turkey

March 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Discounters expand, outperforming supermarkets in 2022  
Private label records strong growth as consumers trade down due to rising inflation  
BIM leads, appealing to consumers through an extensive private label range

### PROSPECTS AND OPPORTUNITIES

Discounters continue to drive growth over the forecast period  
Private label records positive growth due to rising price-sensitivity  
Discounters offer e-commerce services to increase convenience for consumers

### CHANNEL DATA

Table 1 - Discounters: Value Sales, Outlets and Selling Space 2017-2022  
Table 2 - Discounters: Value Sales, Outlets and Selling Space: % Growth 2017-2022  
Table 3 - Discounters GBO Company Shares: % Value 2018-2022  
Table 4 - Discounters GBN Brand Shares: % Value 2019-2022  
Table 5 - Discounters LBN Brand Shares: Outlets 2019-2022  
Table 6 - Discounters Forecasts: Value Sales, Outlets and Selling Space 2022-2027  
Table 7 - Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

## Retail in Turkey - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2022: The big picture  
Retail e-commerce continues to expand at the expense of store based retail  
High inflation dampens demand and reduces profitability  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
Summary 1 - Standard Opening Hours by Channel Type 2022  
Seasonality  
Black Friday  
Ramadan (Eid al Fitr)

### MARKET DATA

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022  
Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022  
Table 10 - Sales in Retail Offline by Channel: Value 2017-2022  
Table 11 - Sales in Retail Offline by Channel: % Value Growth 2017-2022  
Table 12 - Retail Offline Outlets by Channel: Units 2017-2022  
Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022  
Table 14 - Sales in Retail E-Commerce by Product: Value 2017-2022  
Table 15 - Sales in Retail E-Commerce by Product: % Value Growth 2017-2022  
Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022  
Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022  
Table 18 - Sales in Grocery Retailers by Channel: Value 2017-2022  
Table 19 - Sales in Grocery Retailers by Channel: % Value Growth 2017-2022  
Table 20 - Grocery Retailers Outlets by Channel: Units 2017-2022  
Table 21 - Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022  
Table 23 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022  
Table 24 - Sales in Non-Grocery Retailers by Channel: Value 2017-2022  
Table 25 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022  
Table 26 - Non-Grocery Retailers Outlets by Channel: Units 2017-2022  
Table 27 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022  
Table 28 - Retail GBO Company Shares: % Value 2018-2022  
Table 29 - Retail GBN Brand Shares: % Value 2019-2022  
Table 30 - Retail Offline GBO Company Shares: % Value 2018-2022  
Table 31 - Retail Offline GBN Brand Shares: % Value 2019-2022  
Table 32 - Retail Offline LBN Brand Shares: Outlets 2019-2022  
Table 33 - Retail E-Commerce GBO Company Shares: % Value 2018-2022  
Table 34 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022  
Table 35 - Grocery Retailers GBO Company Shares: % Value 2018-2022  
Table 36 - Grocery Retailers GBN Brand Shares: % Value 2019-2022  
Table 37 - Grocery Retailers LBN Brand Shares: Outlets 2019-2022  
Table 38 - Non-Grocery Retailers GBO Company Shares: % Value 2018-2022  
Table 39 - Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022  
Table 40 - Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022  
Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027  
Table 42 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027  
Table 43 - Forecast Sales in Retail Offline by Channel: Value 2022-2027  
Table 44 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027  
Table 45 - Forecast Retail Offline Outlets by Channel: Units 2022-2027  
Table 46 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027  
Table 47 - Forecast Sales in Retail E-Commerce by Product: Value 2022-2027  
Table 48 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027  
Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027  
Table 50 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027  
Table 51 - Forecast Sales in Grocery Retailers by Channel: Value 2022-2027  
Table 52 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027  
Table 53 - Forecast Grocery Retailers Outlets by Channel: Units 2022-2027  
Table 54 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027  
Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027  
Table 56 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027  
Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027  
Table 58 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027  
Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027  
Table 60 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/discounters-in-turkey/report](http://www.euromonitor.com/discounters-in-turkey/report).